

WHAT IS CLAIMED IS:

1. A system for performing product registration, said system comprising:

optical device operable to optically capture a visual object associated with a product as digital data, wherein said visual object further comprises product registration information for said product; and

5 said optical device communicatively coupled to a first processing system, said first processing system operable to communicate said digital data to a second processing system via a communication network.

2. The system of claim 1 wherein said visual object comprises at least one selected from the group consisting of:

text, bar code, and any type of image.

3. The system of claim 1 wherein said optical device is said product.

4. The system of claim 1 wherein said product registration information comprises:

information identifying said product.

5. The system of claim 4 wherein said information identifying said product comprises at least one of the group consisting of:

product serial number, product model number, and product name.

6. The system of claim 1 wherein said optical device comprises a device selected from the group consisting of:

optical scanner and digital camera.

7. The system of claim 1 wherein said first processing system comprises a processor-based device selected from the group consisting of:

personal computer, laptop computer, personal digital assistant, Web TV configuration, point-of-sale computer system, and any processor-based computer system capable of being communicatively coupled to said communication network.

8. The system of claim 1 wherein said second processing system is a registrar's product registration system.

9. The system of claim 1 wherein said second processing system comprises a processor-based device selected from the group consisting of:

personal computer, laptop computer, web server, and any processor-based computer system capable of being communicatively coupled to said communication network

10. The system of claim 1 wherein said first processing system is operable to receive further product registration information.

11. The system of claim 10 wherein said first processing system is operable to receive said further product registration information via input from a user.

12. The system of claim 1 wherein said optical device is within a point-of-sale system.

13. The system of claim 12 wherein said visual object is optically captured during a sales transaction of said product.

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14. A method for performing product registration, said method comprising the steps of:

optically capturing a visual object associated with a product as digital data, wherein said visual object comprises product registration information for said product; and

5 communicating said digital data to a registrar processing system via a communication network.

15. The method of claim 14 wherein said visual object comprises at least one selected from the group consisting of:

text, bar code, and any type of image.

16. The method of claim 14 wherein said product is an optical device, further comprising the step of

utilizing said product to perform said optically capturing step.

17. The method of claim 14 wherein said product registration information comprises:

information identifying said product.

18. The method of claim 14 wherein an optical capture device is utilized to perform said optically capture step, further comprising the step of:

said optical capture device communicating said digital data to a first processing system.

19. The method of claim 18 wherein said first processing system performs said step of communicating said digital data to a registrar processing system.

20. The method of claim 18 wherein said optical capture device is a device selected from the group consisting of:

optical scanner and digital camera.

21. The method of claim 18 further comprising the steps of:

receiving at said first processing system further product registration information.

22. The method of claim 21 wherein said first processing system receives said further product registration information via input from a user.

23. The method of claim 21 wherein said further product registration information includes user information.

24. The method of claim 14 wherein said optically capturing step is performed during a sales transaction of said product.

25. The method of claim 24 wherein said optically capturing step is performed by an optical capture device within a point-of-sale system.

26. The method of claim 24 further comprising the step of:
supplementing said product registration information with information acquired during
said sales transaction.

27. The method of claim 26 wherein said information acquired during said sales
transaction includes information acquired from a credit card transaction.

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28. A product registration system comprising:

means for optically capturing a visual object associated with a product as digital data,
wherein said visual object comprises product registration information for said product; and

means for communicating said digital data to a processing system via a
5 communication network.

29. The product registration system of claim 28 wherein said processing system is
a registrar product registration system.

30. The product registration system of claim 28 wherein said product registration
information comprises:

information identifying said product.